



Manchester
Metropolitan
University

Business School

BA (Hons) Sports Management

Full-time and Sandwich
2012 Entry

IMSPA
SKILLS DEVELOPMENT
PARTNER



Nat Black-Heaven,
BA (Hons) Sports Management student

BA (Hons) Sports Management focuses on the industry-specific knowledge and high-level business skills required to develop a successful managerial career in the sport, leisure and recreation industries.

In recent years, the profile of the sport, recreation and leisure industries has changed dramatically. There has been a massive investment in developing venues for professional, elite and amateur sports and generating profitable 'match day' experiences for fans and corporate clients. There has been significant government funding and commercial sponsorship for health and fitness initiatives, and there is a very competitive multi-million pound sports clothing industry that produces a range of replica kits and performance sportswear.

This degree has been designed to equip you with the skills and knowledge needed to develop a successful career in this fast-moving sector. You will learn how to apply management theory, concepts and principles to sport management issues. There is a strong emphasis on creativity

so that you can develop innovative approaches to real-life business challenges such as: running recruitment campaigns that engage people in sport either as participants or spectators; developing a marketing strategy that encourages business clients to use a sporting venue for conferences and exhibitions; or interpreting the latest fashion trends and how these can be applied to the latest sportswear collection so that it sells well.

Special Features

- The Business School is a corporate affiliate of the The Institute for the Management of Sport and Physical Activity (IMSPA). You will have access to the IMSPA's learning zone throughout the programme and benefit from discounted IMSPA membership upon graduation. For more details about the IMSPA please visit www.imspa.co.uk.
- The coaching unit enables you to spend 20 hours coaching a sport of your choice. Current students have worked with the Manchester United Foundation, Premiere Sport and a number of community sports clubs. We are also working in collaboration with the England Handball Association and England Basketball to enable our students to gain their UKCC Level 1 and Level 2 coaching qualifications.
- We encourage you to register with the Manchester Sports Volunteer Bureau, which enables you to volunteer at sporting events across the city.
- As well as guest lectures, we run a number of field trips to clubs such as Sale Sharks and Salford Reds so you can meet professionals working in the sector.

Fact File

Full/Part-time:

Full-time

UCAS Codes and Duration:

N871 – 3 year full-time programme

N870 – 4 year sandwich programme

Institution Code:

M40

Course Content and Structure

BA (Hons) Sports Management shares a common first year with BA (Hons) Sports Marketing Management. We are in the process of confirming the optional units for year 2 and the final year and information will be posted to the University's eProspectus when it is ready, www.mmu.ac.uk/study

Year 1			
Introduction to Sports Management and Marketing	Understanding and Managing People	The Business of Sport	Event Design and Development
Year 2			
Commercial Aspects of Sport	Coaching, Mentoring and Development	Sports Policy and Sustainability	Optional Unit
Placement (if you take the sandwich route)			
Final Year			
Strategic Sports Management	Leadership in Context	Project or Dissertation	Optional Unit

We regularly check the content of our courses and adapt them to ensure they prepare our students for graduate careers. Consequently, the information provided here and throughout this brochure is indicative and may change.

Sandwich Placements

A course with a sandwich route provides the opportunity to work for an organisation as part of your degree. This work experience is commonly referred to as a placement and you are usually paid a salary by your placement employer. The placement must be a minimum of 36 weeks but will usually last for 12 months and takes place after your second year of study.

If you choose the sandwich route, our Placement Office will help you find your placement. Our dedicated team has over 25 years' experience of matching students with employers and has been rated by students as one of the top four placement

services in the UK (National Placement and Internship Awards 2010 and 2011). The services they provide include:

- Organising an annual placement and career development fair where you can meet employers who have placement opportunities and graduate vacancies.
- Advertising over 1,000 vacancies from local, national and international employers each year.
- Delivering CV workshops that provide advice and tips about what to include in a CV and how to present yourself to your best advantage.

- Providing one-to-one advice about writing cover letters, CVs and application forms for the jobs you are interested in.
- Conducting mock interviews so that you can practice your interview technique and receive feedback on your performance.

It is your responsibility to be pro-active and apply for placement opportunities. The placement jobs market is competitive and we recommend that you start researching companies and opportunities during your first year and apply for positions at the start of your second year.

When you are on placement, one of our tutors will keep in contact with you and will liaise with your employer. The placement is not formally assessed but it must be satisfactorily completed. You can also choose to do a placement-based project that will count towards one of your final year units. This enables you to undertake work-based research for your employer and reduces your workload during your final year.

Research indicates that students who undertake a sandwich year as part of their studies are more employable. In 2010, 93% of Business School graduates who had completed a placement and were in employment were in graduate occupations.

For more information about our Placement Office please see www.business.mmu.ac.uk/placements

Assessment

The programme is assessed by a balance of assignments and examinations. From the second year onwards, these marks go towards determining the final classification of your degree from Manchester Metropolitan University. The work placement year is not formally assessed but must be satisfactorily completed.

“I interviewed potential Game Makers for the 2012 Olympic Games and met the HR Volunteer Recruitment Manager from the London Organising Committee of the Olympic Games. We kept in contact about any possible placement roles that would be suitable for me; they invited me to an interview and I was successful in gaining a placement with them.”

James Holland – Selection Event Assistant
London Organising Committee of the Olympic Games

Student Experience

“Through the Manchester Volunteer Bureau, I have had the chance to become involved with volunteering at the London Organising Committee of the Olympic Games and helping with their preparations. This includes sales, marketing and promoting Game Time summer jobs at various conventions. I have also been involved in coaching and people management within sports.”

Nat Black Heaven
BA (Hons) Sports Management.)

Sports Industry Views

This degree has been developed in consultation with representatives from the sport, leisure and recreation industries and has attracted the following comments from sports industry spokespersons:

“Sports management is like running any other business – it needs the right mix of commercial and leadership skills. During my involvement with the Commonwealth Games in Manchester and my work in sports sponsorship I have found that the very best people are the ones who understand the dynamics of business and sport.”

Julie Gaskell, Director
Cranford Communications

“As a serious, up-to-the minute course, the Manchester Metropolitan University BA (Hons) Sports Management degree plans to combine high quality academic content along with regular input from professionals working in businesses from, or connected to the sports sector. The balance of theoretical, practical and legislative information proposed alongside practical input from expert guest speakers offers a different perspective and should prove highly attractive to students and employers alike.”

John Eady
KKP Management Consultancy
specialising in the sports sector



Damian Hughes was one of our guest lecturers during induction week. Through his consultancy, LiquidThinker, he delivers management training that integrates best practice from the worlds of sport and business.

Career Development Opportunities

The continuing trend towards greater commercialisation, professionalism, and specialisation within the leisure industry has resulted in many employment opportunities for sport and recreation management graduates, particularly in the expanding commercial sector.

Graduates of this programme have an excellent chance of employment and career achievements in a wide range of career paths. You could work in all areas of sport management, sport development, administration and marketing with some of the most prestigious employers in the industry. These include national agencies and governing bodies of sport, local authorities, health and fitness clubs, sport and leisure complexes, sport promotion and media companies and organisations allied to sport services, medicine, education and research.

The key transferable skills you will acquire are valued in a range of employment sectors. Graduates can also pursue

postgraduate study such as a Postgraduate Certificate in Education (PGCE) or a Masters level programme.

Tuition Fees and Financial Support 2012 Entry

We passionately believe that going to university is a real investment in your future. If you wish to follow a professional or vocational career and benefit from all the opportunities and rewards that this can offer, then going to university remains the best and most direct way of achieving this

UK/EU students

Tuition fees have increased for 2012 entry because government funding for higher education has been cut. However, the existing system of loans and grants has also been extended and improved to assist students in going to university. Your fees can be paid for by applying for a tuition fee loan and you will not have to pay any fees upfront. You do not have to start making repayments on student loans



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until the April after you graduate and only then if you are earning over £21,000.

The tuition fee for this course for 2012 entry will be £8,000. If you are following the sandwich route, the cost of your placement year in 2014/15 is still to be determined. As a guide, the placement fee was £680 in 2012/13 and has historically increased by around 2.5% each year. This is subject to change, so please check out our website,

www.finance.mmu.ac.uk/students, to determine the exact fee before you start your sandwich year.

Further information about fees, funding support and the University's £3,000 student support package for first year, full-time first degree undergraduates whose household income is up to and including £25,000 is available from www.mmu.ac.uk/fees

International students

The tuition fees for students who do not qualify for UK or European Union (EU) status is £10,000 (2012 entry).

There are a number of organisations that award scholarships to international students. Many of these scholarships are awarded a year in advance so you are

advised to start your research at least 18 months before you plan to start your course. In addition, the University has a limited number of partial scholarships which are made through the Vice-Chancellor International Scholarships scheme. Please see www.mmu.ac.uk/international/scholarships for more information.

Typical Entry Requirements UCAS tariff points

280, including 240 at A2, or an acceptable alternative such as BTEC National at Level 3

Non tariffed qualifications

A relevant Access to HE Diploma will be considered for entry to this course

International Baccalaureate

28 points

Specific subjects required Level 2(eg GCSE)

GCSE Grade C, or acceptable alternatives, in English language and mathematics

International students

Country-specific information about many international qualifications is available on our website at www.mmu.ac.uk/international

English language requirements

International students must achieve IELTS 6.0 with a minimum score of 5.5 in each unit (or an equivalent standard in an acceptable alternative such as TOEFL).

How to Apply

Application for all of our full-time undergraduate programmes is through UCAS. Please submit your application online at www.ucas.com.

Please contact UCAS' applicant helpline on **0871 468 0 468** if you have any queries or problems using the online application system.

Further Information

For information about our staff and the £75 million Business School in which you will be studying, please see www.business.mmu.ac.uk

Additional course and study information is available on our eProspectus, www.mmu.ac.uk/study

Full contact details for our Course Enquiries team, including telephone numbers and email addresses, are available from www.mmu.ac.uk/study/undergraduate/contact

This information is correct at the time of going to press. For terms and conditions applicable to the provision of the University's Educational Services please refer to the prospectus. January 2012.